

# Adult Tobacco Use in Maine

2010

**\$602,000,000**

The estimated annual healthcare expenses attributable to smoking (SAMMEC).<sup>1</sup>

*The State's tobacco control and prevention program works to prevent young people from starting to smoke, protects Maine's citizens from exposure to secondhand smoke, and helps those who want to quit.*

## What are the facts?

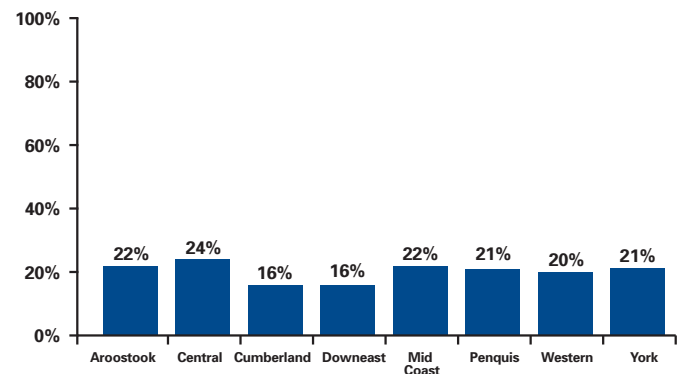
- Despite Maine's gains in tobacco control, tobacco exacts an enormous cost on the state's population. According to the CDC's Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC) system, an estimated 2,124 premature deaths resulted from Maine's adult smoking rate of 18% in 2008.<sup>1,2</sup>
- In 2008, the nationwide (includes states, DC, but not territories) smoking rate for adults was 18%.<sup>3</sup>
- Along with five other states, Maine has some of the highest age-adjusted incidence rates for lung and bronchial cancer, which is largely attributable to smoking.<sup>4</sup>
- For every person who dies from tobacco use, another 20 suffer from tobacco-related illness.<sup>1</sup>

## How are we doing?

- For over a decade, Maine has had approximately the same rate of adult smokers as the national rate; prior to that, the rate in Maine was consistently higher than the national rate.<sup>3</sup>
- In 2008, 18% of adults in Maine reported being current smokers\*; 22% of adult males and 15% of adult females were current smokers.<sup>5</sup>
- In 2008, 50% of Mainers reported never smoking, and 32% of Mainers were former smokers.<sup>5</sup>
- MaineCare/Medicaid recipients are more than twice as likely to smoke (42%) than the general population.<sup>6</sup>
- In 2007, 34% of women enrolled in MaineCare/Medicaid and 38% of women enrolled in WIC smoked during their pregnancy, which is almost double the overall smoking rate for Maine women who smoked during their pregnancy (20%).<sup>7</sup>

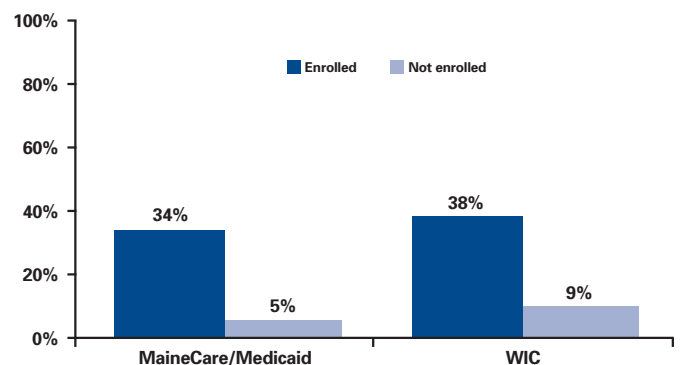
\*Current cigarette or other tobacco product user is a person who reports having smoked 100 cigarettes in his/her lifetime and now smokes some days or every day.

## Prevalence of adult smoking by Maine DHHS district, 2007



Source: 2007 Maine BRFSS

## Smoking prevalence for pregnant women in Maine, by MaineCare/Medicaid and WIC enrollment status



Source: 2007 Maine Pregnancy Risk Assessment Monitoring System

Prepared by the Maine Center for Public Health on behalf of the Partnership for a Tobacco-Free Maine, Maine Center for Disease Control, Department of Health and Human Services through an evaluation contract from the Healthy Maine Partnerships Initiative.



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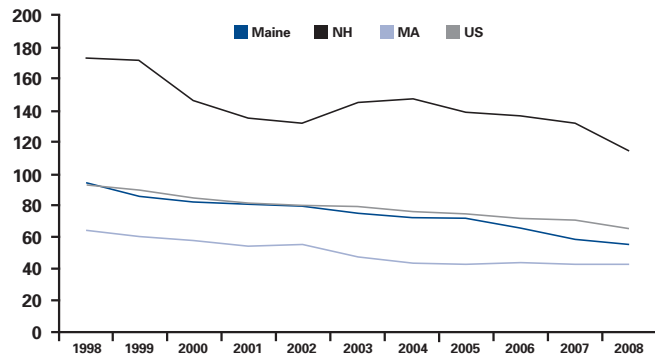
# \$534,231,000

# The estimated productivity losses attributable to smoking (SAMMEC).<sup>1</sup>

## What are the facts?

- Many factors motivate smokers to pursue a quit attempt, including health concerns, social concerns such as the danger of secondhand smoke to others, and cost.
- Smokers are aware of the health risks associated with smoking but they underestimate its addictiveness.<sup>9</sup> It can take multiple quit attempts to sustain results.
- The Maine Tobacco HelpLine is part of an integrated tobacco treatment program, which includes distribution of nicotine replacement therapy products and an education program to increase use of evidence-based tobacco treatment among health care providers in Maine.<sup>10</sup>
- Clinicians utilize the “5 A’s” to discuss tobacco use: Ask about tobacco use every time; Advise quitting; Assess interest in quitting; Assist by offering help when ready to try; and Arrange follow-up.<sup>10</sup>

## Tobacco consumption in packs of cigarettes sold per capita for Maine, New Hampshire, Massachusetts, and the U.S.

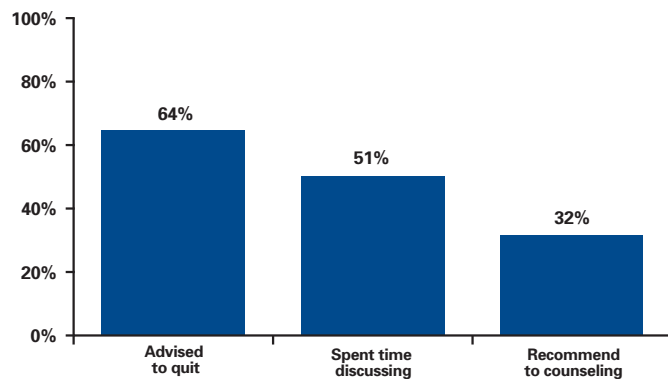


Source: The Tax Burden on Tobacco, Historical Compilation, Vol. 43, 2008

## How are we doing?

- The number of cigarette packs sold in Maine has declined steadily since 1990; in 2008, 55.2 packs of cigarettes were sold per capita, the lowest rate in the past 18 years.<sup>11</sup>
- Among current smokers in Maine, 59% reported that a health professional had advised them to stop smoking or using other tobacco products. For these smokers, 45% spent time talking about use of tobacco products with the provider, and 31% received information about counseling classes or programs.<sup>5</sup>
- The Maine Tobacco HelpLine assisted approximately 3.4% of the approximate 213,000 adult smokers in Maine in 2007; also, most of the tobacco users who called the HelpLine (82%) enrolled in multiple-call behavioral counseling. In addition, uninsured smokers accounted for 29% of HelpLine callers, although they represent just 18% of Maine smokers.<sup>10</sup>

## Proportion of Maine current adult smokers receiving advice and assistance with quitting from health professional



Source: 2007 Maine BRFSS

<sup>1</sup>CDC. State Tobacco Activities Tracking and Evaluation (STATE) System. Available at <http://apps.nccd.cdc.gov/statesystem>.

<sup>2</sup>See Campaign for Tobacco-Free Kids: “The Toll of Tobacco in Your State.” <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=ME> for data and original data sources.

<sup>3</sup>CDC. BRFSS Prevalence and Trend Data. Available at <http://apps.nccd.cdc.gov/brfss/>

<sup>4</sup>CDC. Surveillance for Cancers Associated with Tobacco Use – United States, 1999-2004. MMWR 2008; 57 (SS08); 1-33.

<sup>5</sup>Maine Center for Disease Control and Prevention. 2007 Maine Behavioral Risk Factor Surveillance System Results.

<sup>6</sup>Tobacco Facts 2007. Partnership for a Tobacco-Free Maine.

<sup>7</sup>Maine Center for Disease Control and Prevention. 2007 Maine Pregnancy Risk Assessment Monitoring System (PRAMS) Survey Results.

<sup>8</sup>McCaul, K.D., Hockemeyer, J.R., Johnson R.J., Zetocha, K., Quinlan, K., & Glasgow, R.E. 2006. Motivation to quit using cigarettes: A review. *Addictive Behaviors* 31: 42-56.

<sup>9</sup>Schoenbaum, M. (2005). The Accuracy of Teens’ Future Expectations of Smoking. *American Journal of Preventive Medicine*, 28(3), 274-280.

<sup>10</sup>Report of The Maine Tobacco HelpLine and Medication Voucher Program: An Evaluation of Service Utilization in 2007, User Satisfaction, and Quit Outcomes. March 2009.

<sup>11</sup>The Tax Burden on Tobacco, Historical Compilation, Vol 43, 2008